

ACTION PLAN FOR THE EXTERNAL RELATIONS & TOWN DEVELOPMENT COMMITTEE

Objectives

- 1 To seek to improve the condition of Battle and the facilities available, in the interests of its residents and businesses.
- 2 To ensure good communications with residents, voluntary and statutory bodies in Battle, local business and English Heritage, and vice versa
- 3 To work with other bodies to bring to fruition joint projects to the benefit of the people of Battle and its visitors

ACTION PLAN

SPECIFIC OBJECTIVES TO IMPROVE THE CONDITION OF BATTLE AND FACILITIES AVAILABLE

- 4 To propose a plan for the further development of Battle
- 5 To organise appropriate events in the town, including the annual Parish Assembly, and to organise or co-operate in such other events as the Council may determine
- 6 To undertake specific community or promotional projects requested or approved by Council

<u>Outcomes</u>	<u>Objective</u>	<u>Notes</u>	<u>Cost</u>	<u>Timescale</u>
SHORT TERM	○			
Prepare a plan for the further development of Battle to recommend to Council	4	Co-ordinate proposals from existing documents, Council members and other interested parties Every 4 years in election years	N/A	Every 4 years Mar 2023
Organise the Annual Parish Assembly	5		£500	April Annually
Market Heritage Trail Activity Book	6	Cost of publication needs to be recovered		Ongoing
Produce a Resilience Plan	6	A Co-ordinator and Deputy Co-ordinator have been identified. Review annually	N/A	Nov 2022 Annually
Develop floral displays to improve the overall appearance of the town	6	Work with Beautiful Battle and High Street retailers	£500	Ongoing

Review footpath sweeping, litter collection, dog fouling etc	1	RDC contract	N/A	Sep 2022 Annually
Review and improve installation of the Christmas lights and trees in the town centre	6	Provider selected in April 2019 Additions in Dec 2020	£12,240 Plus EMR	Annually
Organise the annual Battle in Bloom competition and awards evening	5		£100	Jul 2022 Annually
Organise the Remembrance Day observance	5	To take place on 11 th November	£300	Nov 2022 Annually
Liaise with organisers of Marbles, Medieval Fayre, Christmas Late Night Shopping etc and assist if appropriate	6	Father Christmas may visit the Almonry during the Late Night Shopping event Father Christmas will need transport for his tours	N/A	Dec 2022
MEDIUM TERM				
Explore ways to improve Market Square	6	Meetings have been held with leaseholders. Area has been returned to pedestrian use and the bandstand is now used as a bandstand	N/A	Ongoing
Display Gunpowder Mortars in an appropriate manner	6		£2,250 in EMR	May 2023
Make Battle more accessible and welcoming by taking account of the needs of very young, elderly or disabled residents and visitors	4	Wheelchair users consulted People who are deaf, blind or autistic to be consulted; also parents with young children in prams/pushchairs		Mar 2023

LONG TERM				

Objective 2: To ensure good communications with residents, voluntary and statutory bodies in Battle, local business and English Heritage, and vice versa

SPECIFIC OBJECTIVES

- 7 To determine and monitor the Council's policy and strategy on communication issues, both internal and external
- 8 To produce four newsletters each year, the Council's Annual Report and other such publications as may be required by the Council
- 9 To oversee the design and content of the Council's website and social media

<u>Outcomes</u>	<u>Objective</u>	<u>Notes</u>	<u>Cost</u>	<u>Timescale</u>
SHORT TERM	○			
Establish regular consultation with residents through surveys and other means	2	Questionnaires are included in Annual Report		Ongoing
Facilitate the Town Forum for the exchange of ideas and mutual support	2	Quarterly meetings		Ongoing
Facilitate the Young People's Forum for the exchange of ideas	2	Termly meetings		Ongoing
Review communications policy annually	7	Make recommendations to Council if required	N/A	Sep 2022 Annually
Review 'New Residents' Pack' and update as necessary	7		Admin budget	Nov 2022 Annually

Revitalise relations with voluntary organisations and businesses in the town	2	Council representatives encouraged to establish good relationships and work with organisations, and report back to Council and ER&TD	N/A	Ongoing
Seek additional ways to communicate with residents, including targeted communication using social media	7		TBD	Nov 2022 Ongoing
Produce and distribute quarterly newsletter in a timely and cost-effective way	8	June, September and December (budget line 4455) Council's Annual Report (+RDC and ESCC) in March - posted to all residents (budget line 4445)	£1,300 £1,600	Ongoing
Post sound recordings of newsletters on Council website	8, 9		N/A	Ongoing
Review information on Council website and update as necessary	9	Each Standing Committee to review their information prior to this review	N/A	Sep 2022 Annually
MEDIUM TERM				
LONG TERM				

Objective 3: To work with other bodies to bring to fruition joint projects to the benefit of the people of Battle and its visitors

SPECIFIC OBJECTIVES

10 To deal with tourism-related matters and to recommend to Full Council a representative to attend meetings of the Battle District Chamber of Commerce, Battle Marketing Group, Battle Visual Arts Development Committee and Beautiful Battle.

<u>Outcomes</u>	<u>Objective</u>	<u>Notes</u>	<u>Cost</u>	<u>Timescale</u>
SHORT TERM	○			
Progress the Tourist Information Point	10	Funds in EMR		Ongoing
Work proactively with Battle & District Chamber of Commerce Marketing Committee and 1066 Country to market Battle	10		TBC	Ongoing
Strengthen links with twinned town, St Valery-sur-Somme	10			Ongoing
MEDIUM TERM				
Organise the biennial Battle Twinning Association reception for visitors from St Valery-sur-Somme	10	2020 Battle to St Valery visit deferred until 2022	£150	July 2023 Biennial
LONG TERM				

OTHER SPECIFIC OBJECTIVES

- 11 To undertake risk assessments relating to the Committee's area of responsibility
- 12 To make annual budget recommendations relating to its area of activity and thereafter to manage performance against the approved budget

<u>Outcomes</u>	<u>Objective</u>	<u>Notes</u>	<u>Cost</u>	<u>Timescale</u>
SHORT TERM	○			
Undertake risk assessment	11			Mar 2023 Annually
Make annual budget recommendations to F&GP	12			Nov 2022 Annually